

## Woman Image in “*Miss Jinjing Belanja Sampai Mati*” Book

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### Abstract

Book of “*Miss Jinjing Belanja Sampai Mati*” or “*Miss Carry Shops to Dies*” explains about lifestyle, shopping world and woman leading to the emergence of Miss Jinjing’s icon for the spirit of shopaholic or shopping lovers. This research aims to reveal how *Miss Jinjing Belanja Sampai Mati*’s text book presents and reflects women image using of simulation imaginary model of Jean Baudrillard, and how the media is used as a means of capitalism legitimacy. This research uses a qualitative method. The research output concludes that women are as consumptive figures, connoisseur, and shopping lover. By having seen on simulation imaginary model of Jean Baudrillard, the form of image starts from representation, ideology, and simulation phases reflected in Miss Jinjing’s text book; while the simulacra leading to hyperreality happens when the readers are brought into text persuasion. Media’s work in forming the image of consumptive women, shopping lovers and shopaholic is a reflection of capitalism identity. Media presents an excessive reality in its writing on lifestyle and shopping world for women to control and dominate so that women are able to be voluntary and even do in many ways to achieve hyperreality formed by capitalism system. Woman image established in this case, is no longer another thing than as commodity which is expected to be sold out to advertisers.

**Keyword:** Book, Woman Image, Simulation, Capitalism, hyperreality

### Abstrak

Buku *Miss Jinjing Belanja Sampai Mati* memaparkan mengenai gaya hidup, dunia belanja dan perempuan; yang melahirkan ikon *Miss Jinjing* untuk semangat shopaholic atau penggila belanja. Penelitian ini bertujuan untuk mengungkapkan bagaimana teks buku *Miss Jinjing Belanja Sampai Mati* menampilkan dan merefleksikan citra perempuan dengan menggunakan model pencitraan simulasi Jean Baudrillard, dan bagaimana media digunakan sebagai alat legitimasi kapitalisme. Penelitian ini menggunakan metode kualitatif. Hasil penelitian menyimpulkan bahwa perempuan digambarkan sebagai sosok yang konsumtif, penikmat, pencinta dan penggila belanja. Dilihat dari model pencitraan Jean Baudrillard, pembentukan citra dimulai dari fase representasi, ideologi, simulasi tergambar dalam teks buku *Miss Jinjing*; sedangkan *simulakra* menuju hiperealitas terjadi ketika pembaca terbawa dalam bujuk rayu teks tersebut. Bekerjanya media dalam membentuk citra perempuan konsumtif, pencinta dan penggila belanja merupakan refleksi identitas kapitalisme. Media menghadirkan realitas berlebihan dalam tulisannya mengenai gaya hidup dan dunia belanja bagi kaum perempuan untuk mengontrol dan menguasai sehingga perempuan dapat dengan sukarela bahkan melakukan berbagai cara untuk mencapai hiperealitas yang sudah dibentuk oleh sistem kapitalisme. Citra perempuan yang dibentuk dalam hal ini tidak lain sebagai komoditas yang diharapkan dapat laris dijual kepada para pengiklan.

**Kata Kunci:** Buku, Citra Perempuan, Simulasi, Kapitalisme, Hiperealitas

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## Introduction

*“Etienner Aigner boutique in Muenchen had experienced a sensation situation caused by an Indonesian high official woman as level as minister bought 80 bags. The cheapest price was 8 million rupiah; it means that she spent some 640 million rupiah for those bags as souvenirs. At Anya Hindmarch, Singapore, I saw two youngsters aged 17 years were buying all of cute bags out. To buy those bags, they had to reduce some six months of their pocket money at Starbuck. Travelling abroad by carrying LV suitcase has different prestige (Masniari & others, 2008)”.*

By taking a glance quote of Amelia Masniari's book, it describes how the consumerism phenomenon is. In her various books totaling more less than 18 novels titling among others *“Miss Jinjing (MJ) Belanja Sampai Mati di Cina; MJ Pantang Mati Gaya; MJ Rumpi Sampai Pagi; MJ Belanja Sampai Mati di Tokyo*, Amelia Masniari wants to describe consumerism phenomena in details, fluent and a little bit shock for laymen—it was exactly eeri situation for lowest class society.

Phenomenon of consumptive culture is reflected in one of Amelia Masniari's books. The Indonesian woman will be in delirious when shopping and will buy it in order to be self-confidence in a certain social environment. They are not reluctant to buy 15 pairs of the most expensive branded- shoes, like Louboutin, Lanvin, Guiseppa Zanotti and Gucci. Besides that, they also buy some branded goods such as Prada, Hermes, Iphone, Zara, H&M and Dior. The other thing describing consumptive culture is how a woman does anything to get what she wants, such as to order a *Hermes birkin bag* and will get it in 3-5 years later. It makes some people considered as illogical, but for those who love shopping and make bag as prosperous symbol and mode as part of lifestyle (Kusumasari, 2017) Bag can be on target for million women and hedonism (Masniari & others, 2010).

In Western capitalist society, consumption is inseparable part from women where in this case, women role is challenged and legitimated, and there is also a dichotomy which put the women in the position as buyer while men as producer .

In Indonesia, phenomenon of consumptive culture starts with the development of middle class society which was in excess of 3,000 \$US GDP per capita

per annum in 2010. Moreover, the speed growth of information technology development has been much making social changes in society (Istiyanto, 2016). According the Central Agency on Statistics, the increase of middle class population in Indonesia has now reached around 8-9 million per year and become a potential market. Middle class society according the Asia Development Bank (2010) is defined as class having an expenditure range of 2-20 \$ per capita which is divided into three groups—society with low middle class with expenditure of 2-4 dollar per capita per day, mid middle class with expenditure of 4-10 dollar per capita per day and high middle class with 10-20 dollar expenditure per capita per day.

The growth of middle class in Indonesia is a positive thing showing better well-beings in the society relatively. When one gets a higher class in more settled she will be bigger potential buyer. It may say that her consumptive pattern has moved – she does not only buy things to meet the basic needs but also the external ones for socializing up to looking for various investments. The increase of buying interest has triggered the flow of consumption excessively and bought goods which are not in needed. Even one who is sometimes has no significant financial power, has to follow a highest level of consumption.

This kind of society consuming products is not only as functional needs but also as symbol of the rich circle. Shopping world is frequently related to women. In Indonesia itself, 50% of 247 million of its population is women. Around 35% of the total population is at the productive age limit ranging aged from 18 to 35 years. Of the total productive population—some 52% live in the cities and have their own income. Women, in this case, become potential market and they control more than 75% household expenditure (Palupi, 2011).

Various kinds of information, phenomenon symptoms that have happened in the society, can be obviously distributed through media. Study on media has continuously developed with many kinds of variations. Media from the view of critical paradigm is significant of its function in disseminating a dominant ideology; in other words, media is also understood as distribution process of pseudo-needs. Thus, it can be said that media is a struggle domain of ideological discourse. Every fact, phenomenon made in mass media is more conflict area of social interest and area of commodity for many interests. Media is a subject constructing a reality through symbol

and meaning produced by media itself completed with view, bias and its alignments. Critical view sees that media as an elite instrument is to disseminate and give description on dominant ideology. Ideology theory of Althusser (2004) states on how the power is dominantly run—it means that a certain power is able to control and dominate other group. Mass media has a powerful weapon to change the public opinion and behavior as they are in the midst of that society, even its existence has been in the private rooms of individual (Kushendrawati, 2011).

At the communication level, this research more focuses on the message aspect bringing up to certain image on women where that message is a basic idea, dominant and becomes a spirit of communication process. Media as a means of delivering message gives description about women, the social identity formed and consumptive culture is a book. Book can be an agent of social and cultural change. Book which is free from circulation in bulk for advertisers, often creates unique ideas, revolutionary and even controversy (Baran, 2010).

Miss Jinjing's book was published by Gagas Media Publication in 2008. It is a book about women, shopping world and fashion taken from several writings of Amelia Masniari on blog <http://belanja-sampai-mati.blogspot.com> or: BSM. According to Amelia Masniari, two years later after writing this Blog in 2008, there were some 100,000 blog visitors. From this *Belanja Sampai Mati*, an icon of *Miss Jinjing* was born giving spirit for *shopaholic* or shopping lovers.

Paradigm text on book of "*Miss Jinjing Belanja Sampai Mati*" gives a description on women and shopping world which is sensational with luxurious and branded goods representing lifestyle and consumptive culture of the high middle class (bourgeois).

Most of Lifestyle industry is appearance industry as the main attention is more likely on how the body and daily life as public eye is, so that there will be an assumption that one can be stylist in order to be appreciated by group and her environment (Ibrahim, 2007). Soedjatmiko (2008) states that "I shop and I exist" (*emo, ergo sum*). That is described and formed by industry through media and one of them is a book. When lifestyle becomes everything, the hunting of appearance and self image will enter into game of consumption. Goods in this context, is no longer seen from its usage and exchange values but from the value of sign and symbol. It is similar to research conducted by Kushendrawati (2010) stating that

global capitalism creates consumption culture and the existence of consumer society is only seen from the difference of commodity to be consumed and continuously consumes various signs and social status of reversed commodity. Commodity consumed is as sign of social welfare and stratification of someone leading to social differential stratification. With such classification codes, one may differ from one person to another.

This kind of society is called as consumer or current capitalist society. (Baudrillard, 2009: xxxi). And Adorno called them as commodity society (Ibrahim, 2007). Consumer society is a society who creates plentiful values through consumer goods, and makes consumption as center of life activity (Piliang & Adlin, 2003). Motivation of someone to consume a product does not come from herself based on real needs but more than a desire off side herself that makes her to consume it.

Symbol value and product image or service will form image of its user. Goffman (1978) says that user image is called as *impression management* – it's a technique of self-presentation used by user in order to be able to foster certain impression in definite situation and to achieve certain purpose. Goffman (1978) states that attributes, human activity is commonly used for self-presentation only. This attribute is among others, the putting on-cloth, vehicle, technology device (gadget) and so on.

Starting from this above phenomenon, the problem of this research is how text book of *Miss Jinjing Belanja Sampai Mati* presents and reflects the women image. The purpose of this research is to reveal the women imaginary on *Miss Jinjing Belanja Sampai Mati's* text book by using simulation imaginary model of Jean Baudrillard from representation to hyper-reality phases and how media is used as a means of capitalism legitimacy.

## Theoretical Framework

### • Mass Media, Image and Simulation

Related to current media industry, there is a process of need and interest manipulation carried out by industry through media to public. Baudrillard in simulation world sees that it is not reality to become mirror of reality, but models (Baudrillard, 2004). Barbie dolls, Rambo figure, soap opera (telenovela), television advertising, Doraemon or Mickey Mouse are value reference models and the meaning of socio-cultural society at present. In discourse simula-

tion, human occupies in reality room where the difference between real and fantasy, original and false are very subtle. Artificial worlds such as Disneyland, Universal Studio, China Town, Las Vegas or Beverly Hills which are pseudo-reality model of America are proper representation of this condition. Through television, film and advertisement, the simulation world appears perfectly. This is the room which does not care about real categories, pseudo things, right, false, reference, presentation, fact, image, production or reproduction—and all get merging into one in a cross chaos sign (Baudrillard, Jean and Poster, 1998).

Furthermore, reality which is resulted by technology such as internet, television and so forth have beaten a true reality and as a new reference model for the society. Existing Image and dream is more convinced than fact and daily reality. This is the hyper-reality world: an excessive reality, explode, pseudo, more real, compared with that of its original reality. With television and other mass media like, Rambo figure, Barbie dolls, Thomas, or Star Trek Voyager which are artificial images, seem closer and more real than the existence of our neighbors. Under this circumstance, reality, truth, fact and objectivity have lost their existence. Hyperreality is a reality itself which is the era demanded by reality models without being origin and reference (Baudrillard, 2004).

Mass media in this ii context have much disseminated various kinds of women image. If we relate it with this research, *Miss Jinjing Belanja Sampai Mati* depicting women and life style which lead to game of marker, eventually lose a reference of the real world. Lifestyle covering fashion, branded products etc. introduced by media, creates a new lifestyle and certain identity.

Women in this simulation world indirectly become passive women who accept what is delivered by media. Women who are lulled and believe on what is described by media, it's only reproduction and pseudo-reality presented. The women image formed and disseminated through text book of *Miss Jinjing Belanja Sampai Mati*, has of course, a definite purpose, among others, wants to popularize its product as reading guide, lifestyle and shopping for women.

Image, according to Nguyen in Gassing and Suryanto (2016) is an overall impression formed in people's minds. Image does not present just like that and cannot be feigned, but there are certain parties which have formed it. However, image is not always the description of true reality. An understanding on

image, of course, depends on from whom who see it and to explain the meaning of image. Image does not attach *either* to thing *or* company but can also glue to oneself, where in this context are women. Mass media, therefore, leads to reader's awareness on certain women image.

Looking at the mass media function, media should be able to educate people with content or information conveyed. In fact, however, it is not like that; mass media which is as reference for society is also as a means of persuasion and propaganda which legitimates certain function and ideology practice. Definite ideology is very comprehensive which can covers economy, politics, culture, religion, social etc. Media as a global power has persuasive and propaganda capacity and is supported by legal capital and apparatus among countries which is very strong in delivering and distributing global capitalism ideology.

At the state level, mass media functions as a means of repression done by the state to its people. But at the international level, global media which is mostly dominated by the United States, is able to be means of justification to the third world society including Indonesia on various kinds of consumerism ideology.

Mass media is able to create consumer society, especially in this context of noiseless women (hushed women) caused by their capabilities to manipulate reality to become hyperreality. Mass media creates such kind of dope that can make people be passive through television show, advertisement, texts and the like. Media is manipulation machine of needs and consumption to create demand. Mass media or media text is as an instrument of how value or dominant discourse can be distributed and penetrated in the people's minds so that it can be a collective consensus. News production, media content, advertisement and so on, have become smooth pattern and is not often aware by consumers. Consumers or mass in this case is passive mass with an excessive information conveyed by media with the hope that those information given and consumed is for the enlightenment of mass (People) (Baudrillard, 2004).

In the production process of mass media, ideological hegemony process seems to be able to run fairly, as the values are vague in opinion, news text made logically, rationally and systematically (Ritzer, 2006).

Althusser in Sardar and Loon (2004) uses term of state ideological apparatus to describe social in-



stitutions like media representing capitalism which is normal and inevitable. Media produces an empty thing which is basically ideology.

It can be said that media culture emerges in the forms of image, sound, show, reading which helps to build life structure, dominates leisure time, forms political view and social behavior and supplies materials for people to establish their identity. Here, media embeds ideology in the form of values and description referring to western group culture, for instance, individualistic values, consumerism, people taste in consuming a product and so on (Croteau & Hoynes, 2013).

- **Simulacra and Simulation**

Simulacrum is a room where mechanism of simulation occurs. According to Baudrillard, special character of western people at present is simulation society. People who live in cross chaos code, sign and model is regulated as production and reproduction in a simulacrum (Baudrillard, 2004).

At the simulation mechanism, human is caught by reality room considered as real but it's only pseudo and full of feigns. All of which are real is to become simulation. Reality is now can be made, feigned and dissimulated. In postmodern era, simulation principle is seen where reproduction replaces the production principle—at the same time, game of sign and image dominate almost all process of human communication (Hidayat, 2012).

Pseudo reality forms hyperreality. Hyperreality removes the difference between real and imaginary as a result of the development of information revolutionary. Show on electronic media or description on printing media often obscures between reality and imaginary so that it makes viewers or readers consider that what is delivered by media is in natural reality. At this time, the relationship between human and media is mediated constantly by image of reality.

To see the reality and simulation or existing imaginary, Baudrillard (2004) divided into four phases. *First phase* is representation. It is reflection and reality available. *Second phase* is concealment and giving a wrong description on reality. In this phase, imaginary enters into ideological level. *Third phase* is concealment and absence of reality. *Fourth phase* is that image has no relationship at all with any reality or something pure which is called as simulacrum (2004). The shift from second to third phase is an essential phase. According to Baudrillard, Marxis only

reached second phase, while Baudrillard has entered into third and fourth phases (Lubis, 2014).

Perfect model, according to Baudrillard, to describe simulation order or this imaginary is Disneyland. Disneyland relies on illusion and fantasy. Disneyland as imaginative world offers and gives joy for visitors and this becomes simulation process and phase which is applied successfully (Baudrillard, 2004).

If it is included in the simulation order or existing imaginary, Disneyland is not only as amusement park but also as representation of the United States which makes an effort to present reality and the state values in contrast. Disneyland in this case is at the first phase of imaginary -- "representation".

At the second phase is concealment and giving a wrong description of reality. It is described about certain ideologies which are veiled by Disneyland – ideology and values of the United States. For instance, the United States is a state having a sophisticated technology, happy life state, multicultural, and so forth. This ideology veil is created to enter into third phase – concealment or absence of reality. At this phase, simulation or representation available at Disneyland is true description of the United States completely. Los Angeles which exists at Disneyland is the real Los Angeles compared with others outside Disneyland. At this phase, Disneyland is at the hyperreality phase of simulation or imaginary (Baudrillard, 2004). Eventually, there is no more question to be asked on the wrong representation of reality (ideology), but it is to reveal the fact that the truth is not considered as right—the essential thing is that "reality becomes hyperreality" which can keep be guarded.

- **Concept of Consumptive Society**

There is process of capitalist domination and unconscious consumption in industry of culture. Adorno considers that capitalism produces commodity for the user needs where the mentioned user is those who have been rationalized in the economy system. Capitalism produces a product for profit only and not to meet the will and needs of consumer. Domination of exchange value occurs compared with the usage value of a product produced by capitalists.

Consumers are free to choose product and style category, however, they really only get it from consumption process which is not more than freedom from the limit of selection. Industry of culture, for instance, through mass media makes standardization

of cultural product, so that public has unconsciously been moved in massive on certain cultural product. It has been done by capitalists in order to obtain huge profits only while the product keeps running. In this case, industry of culture has the power to manipulate it.

Jean Baudrillard is one of the philosophers in postmodernism era who pays big attention on cultural problem of the contemporary society. Baudrillard wants to reveal transformation and shift happened in the public structure which is called as simulation and hyperreality society (Hidayat, 2012). Product of culture represented by mass media has created different meaning of its message from the existing reality. This cultural creation form of mass media is called by Baudrillard as simulacra.

Baudrillard adopts Mauss and Bataille's view that a habit gives something and shops something is actually based on symbolic prestige and pride, not on its usage. An object is not only consumed but also much more produced to mark the status and not the necessity.

Baudrillard (2004) also sees consumption being happened now in the society is as process based on two things, namely 1) significant and communication process; consumption is seen as language and object consumed containing certain sign and meaning. 2) Classification and social differential process: consumption done is not only caused by the difference of sign but because of status attached on that sign. Here, consumption can become strategic object which determines strength such as power, science and culture.

In accordance with Baudrillard's view, at present time in the consumerist society, the value of usage and exchange, as suggested by Marx, is no more convinced. Now at the glory era, value of sign and symbol, besides influenced by Marx, Baudrillard is also influenced by Saussure and Roland Barthes. Baudrillard uses semiotic concept by putting forward value sign concept of an object (Lubis, 2014).

Value of sign and symbol are supported by the exploration of imagine and meaning by mass media, and the development of technology. Something is no longer rated, based on its benefit or price, but based on the symbol meaning—status, prestige, lifestyle, luxury and honor. In the consumer society which is being developed at this moment, one accepts identity in relation with others and not from whom and what she/he did, but from what they consume, own and present in the social interaction. This kind of pres-

tige symbol which is formed by mass media—and especially in this research is a book as media delivery symbol or message for public.

## Materials and Methodology

This research uses critical perspective with qualitative approach. Critical assumptions contained in Baudrillard's mind, is used by researcher with the aim to see, reveal the ideological veils, criticize and all at once, explain the phenomenon of simulacra. Researcher has made an effort to do *desk research* through analysis of qualitative text on book "*Miss Jinjing Belanja Sampai Mati*" about women, lifestyle and consumption. Content of analysis is a technique to find and analyze text content. The content can be in forms of words, meaning, picture, symbol, ideas or message that can be communicated. While the text forms are writings, visual or chatting/ speech used as communication media. Thus, all forms of communication, newspaper, book, poetry, song, folklore, painting, speech, letter, regulation, laws, music, theater, and so on can be done with analysis of content. To get deeper understanding about those aforementioned things, there is a deep interview with various interviewees in order to be able to understand and find them deeply based on research objective. This research uses analysis of critical discourse in Fairclough perspective.

## Result and Discussion

Media has different assumption about something. Women image is presented in book of "*Miss Jinjing Berbelanja Sampai Mati*"; if we look at the Jean Baudrillard's image concept, it is not mere representation. Imaginary is construction form to legitimate media and reader identity.

Discussion on women is inexhaustible to be blown out, for instance, on the women and men status, lifestyle, consumption and etc. "*Miss Jinjing Belanja Sampai Mati*"'s book explains on women and shopping world. Based on four phases of Jean Baudrillard's image (2004) consisting of representation, ideology, simulation and simulacrum, women image, lifestyle and consumption have been considered to be simulation. It means that women who exist in the social environment by using certain products such as LV, Guess, Hermes and so forth is the formation of era and environment covering the true reality. It seems that readers of Miss Jinjing's book consider

that lifestyle and presentation delivered by media is proper establishing certain image which ingrains at the readers themselves. Thing that is consumed, is symbol and it is not the usage of the product. It eventually makes women image be accepted in social environment and is considered as real with high class rate, compared with the fact in daily life— Baudrillard calls this as hyperreality.

- **Women Image as Shopping Connoisseur**

Women are figures who love shopping and connoisseur are described comprehensively and attractively in *Miss Jinjing* Book—sentence quoted as below:

*“I extremely enjoy any occasion of shopping: classical and super luxury up to grass root at the inland that I’ve never been thinking about it before”.*

The above statement is a legitimate that a woman in that book is one who enjoys shopping activity. Shopping which is the fulfillment of living need seems to experience a relatively significant shift. Shopping to meet the living needs is initially to have connotation with primary living needs, nevertheless, the word ‘enjoy’ to shop in *Miss Jinjing’s* Book can be analyzed as an activity to meet the secondary living needs and leads to self actuality. Self actuality mechanism of women is also reflected in series of sentences below:

*“I am very grateful having occasion to go down in various shopping places from Via Spiga and Via Montenapoleone in Milan, Via Borghese and Via Condotti in Italy, Soho and Saks Fifth Avenue in NY, Rue de Combon in Paris, Tsim Sat Sui in Hongkong, Passeig de Gracia in Barcelona....up to the most bizarre: Pasar Ular”.*

The word ‘grateful’ has relatively bountiful meaning used by Amelia in *Miss Jinjing’s* text book to describe that shopping activity in various kinds of locations in the world starting from Milan, Italia up to Pasar Ular, Indonesia which has a tension that women feels great when exploring shopping places in several parts in the world.

Experience to explore shopping in several places in the world shows that woman as imagined as figure is lucky and worthy to be grateful having such great kind of experience in the world. A figure which is ‘lucky’ is a symbol of imaginary which is set to be commodity by Amelia in her writing of *Miss Jinjing*.

The confirmation of women as connoisseur is also reaffirmed by Amelia in her book quote as below:

*“Same hobby – shopping. It seems that she only feels that she has different chronic status (I remain occupying high ranking)”.*

The sentence context above describes Amelia’s friend who is also enjoy shopping activity. The word ‘hobby’ pinned by Amelia shows that shopping activity is form of confirmation on *pleasure seeker* in shopping.

- **Women Imaginary as “Persistent” Shopper**

In *Miss Jinjing’s* text book besides it is conveyed about women image as shopping connoisseur, Amelia vividly describes her as persistent shopper. The word ‘persistent’ is intended to explain that as shopper, she is willing to spend too much time looking around, selecting and sorting and comparing various kinds of goods carefully and thoroughly. It can be seen from the following statement:

*“I am willing to walk around from the opening up to closing hours of the store”.*

If we may assume, the common habit of store operational starts from 10.00 am in the morning to 10.00 pm in the evening; so the meaning of the sentence quote above that a woman figure enjoys shopping activity which spend time up to 12 hours. This is not a little time in allocating time to shop besides other kinds of activities, regardless of other activities, like school, college, work, household issue etc.

A woman as a persistent figure in shopping is also reaffirmed with short sentence quote as follows:

*“I am also ignorant walking back and forward until my feet got swollen and I have to buy a new sandal”.*

The word ‘swollen feet’ above shows the length level in shopping. The description of women as shopaholic spending much time is also confirmed by Amelia in the text below:

*“I’ve been in Takashimaya, Singapore— almost got fainting as fatigue. I was going there with my three children aged 7, 4 and 2 years old”.*

The word ‘fainting as a result of getting fatigue’ has the meaning that shopping activity needs longest time and also spends much energy as what reaffirmed on this below quote:

*“Shopping to die is the agenda that we never miss it wherever we live. It is unaccountable. “Bloody incident” happened when the two of us were sprawled at Milan sidewalk, Venesia, Roma, Konstanz and Zurich caused by crazy about shopping and getting fatigue”.*

The word “sprawled” on the below quote has beckoned shopping activity done by women taking too long time. Sprawling might explain the condition of someone who got fatigue after having shopped too long. Shopping to long and spending much energy is also described by Amelia vividly as following below:

*“How could not get fainting if three shoes are not enough. Moreover if we buy it based on species – flat shoes for daily use, stiletto (recommended: Stuart Weizman’s), shoe for work with minimum 12 cm high heel. I used to be Yuppies! About bag: Clutch bag for party, tote bag for hang out, branded bag for work, mini bowling bag...for double date... . ha ha! No wonder, our shopping bags are always heavy and we often almost got fainting”*

The word ‘fainting’ as mentioned at the previous quote, obviously has the meaning on how persistent is the process of shopping; so that the women in Miss Jinjing’s text book is packed as a figure who is willing spend relatively too much time to meet the desire of shopping.

*Miss Jinjing Belanja Sampai Mati* book also wants to show a woman of persistent shopping figure or firm as shopper who is willing to shop from the opening up to the closing hours of the store vigorously, exhaustedly and sometimes she got her feet painful after shopping activity. As mentioned in the following sentence:

*“They know my habit is to go out of the hotel with empty hand and get back in the hotel room with bags carried by two persons. The hotel staffs knows my shopping schedule which is divided into two shifts – after lunch hours at 14.00 and at 17.00 in the afternoon until 22.00 in the evening.*

*“ I am willing walking around from the opening to closing time of the store. I am ignorant to walk back and forward until my feet get swollen causing me to buy a new sandal”*

It shows that shopping lover feels that a big desire with fun comes up when shopping, where they can hunt goods that they actually do not need it and shop

in several places.

Women in *Miss Jinjing Belanja Sampai Mati*’s text book is also described as a figure who is willing to shop with having fun until exhaling at the last breath or die.

#### • Women Image as True Shopper

Woman as true shopper described as figure who extremely deifies shopping is happy when right and left hands carrying shopping bags. It can be seen from the sentence below:

*“ If there are shopping bags on both two hands ( the more branded goods, the more shopping bags ) they way they walk is so self confidence. Besides that, Amy also wants to show that women when shopping do not forget to dress up totally from toe to hair end”.*

The identity presented by writer and colleagues is women who are crazy about shopping will more and more increase their self-confidence while exposing the branded bags to people around them. Research result of Mark Plus Insight mid 2010 to 1.301 women respondents stating that their favorite activity with friends is shopping and hang out where the selected main location is mall (Kartajaya, 2010).

#### • Imaginary of Consumptive Women

Consumptive shopper woman figure is described through statement that Indonesian women are not hesitant to spend tens of millions rupiah to shop and collect a product especially bag. *Miss Jinjing*’s text book wants to raise in this part that product in this part is bag—Bag having high quality and prestige is overseas products. In this context, we can see how the capitalist dominates Indonesian people.

Based on *cultural framework* arranged by Geert Hofstede also states that inequality in the society is something that can be accepted and those persons at the higher position have the rights to show their symbol of success and it is very essential. Representation of Indonesian women who is “crazy about shopping” is seen in this following sentence:

*“Etienner Aigner boutique in Muenchen had experienced an uproar/fuss situation caused by an Indonesian high official woman leveling minister plus a group of people coming to buy up all. Guess what? Some 80 bags were bought by the woman and her subordinate staffs”. So they must follow her to buy some”.*



This sentence wants to show that one often buys goods is not because in need; but because they follow their friend or superior. It happens in order to make someone can be accepted or mingle with in certain environment.

It is showed in metaphor “the lady and ladies-in waiting must follow to buy”. Ladies-in-waiting in this context are called as subordinates so that these words can be stated indirectly that if one to be subordinate, she has to do what is asked or ordered by superior. According to Jacky Mussry Chief Knowledge Office MarkPlus in Marketeers Dinner Seminar at Ritz Carlton Hotel Pacific Place, one reason of women consumer to buy branded product is that she wants to show others that she is capable of having that branded product—besides that, there is a factor of *bandwagon affect*. It’s just to follow (<http://themarketters>).

Justification for shoppers in this book is seen from statement as saying:

*“Life and treasures is supposed to be enjoyed not to be carried to die?”.*

For shoppers, their treasures are ratified to be waste for shopping and life may have been enjoyed therein. The writer also wants to convey various kinds of shopper groups in the world—from those who are maniac on certain branded goods, following trend, selective, *impulsive buying*, always to be matching , not to be outdone type etc.

This book wants to show that woman is a figure who is crazy about shopping and discount. Metaphor used here is hypnotize—it seems just to show that woman is not aware on what she’s doing when at the discount situation, such as delirious, panic, not to be outdone type. The word ‘sale’ itself is as a magnet which pushes people without being aware to buy what they do not need. As reflected as below:

*“If any other woman who yells happily looking at the four words, I will precisely be in heavy horny”.*

I am sometimes also surprised looking ‘sale’ at Bottega Veneta, from tagged price 40 million, it gets discount 30% and it turns to 28 million. And those goods remain sold out.

Shopping without having been based on needs, is also represented in : “they just want to be seen to shop in happiness with other women. And the shopping sensation gets worse when they notice before that there will be magazine journalists of Tattler, Bazaar and Dewi coming to capture picture on that sensa-

tion”.

The writer also gives description on the next part of Miss Jinjing book that Indonesian products are not less good as the overseas ones. However, Indonesians remains to consider that high quality and prestigious goods are overseas products. It is represented in the following sentence: “bagteria remains the best, love-liest and icon of Indonesian qualified product” and “we sometimes do not believe it that there are Indonesian people being in queue at the waiting list of Louis Vuitton bag at the price of \$ 50,000 -- while for bagteria bag is only 7 million rupiah and they are unwilling to buy it. In this context the writer shows that Indonesian is overseas-oriented people.

There are twenty (20) kinds of fashions to be attached on this book that must be owned before having dyed, such as kitten heels of Manolo Blahnik, Armany shirt in simple style, Chanel and so forth. There are also bags categorized made by top designers, luxurious and exclusive which are promising investments, besides prestige. Price to be paid to get all is not that cheap— it’s around tens or hundreds of million rupiah. It is presented as below:

*“This bag is a promising investment as its price for the second one is likely more expensive (even up to double) of the initial buying price. But I said when travelling abroad, carrying LV suitcase has different prestige”.*

Famous branded goods with expensive price does not necessarily give comfort. It can be seen from the sentence:”it is undeniable that expensive shoes like *Jimmy Choo High Heel* can make woman get rheumatics when putting it on too long. But its effect is that it can lift up posture well to make the butt sexier when walking”. This sentence gives an impression that someone is willing to feel painful as long as she looks good and beautiful at other’s eyes who sees her.

Description on woman who buys certain brands willingly to make her prestige increased at public eye and it can be seen through this below sentence:

*“LV bag make us to get better treatment and wide smile from front officer, GRO to bell boy”.*

The thing that will be delivered through the above sentence: one is often treated based on what can be seen from outer physical side. The more the appearance is luxurious, the more they get better treatment. In fact, it is not like that. Frequently, to get a luxurious appearance, one is willing to owe or lend money

to buy fake product and so on.

Having seen from Baudrillard's imaging goggles, Miss Jinjing's text book at the presentation and ideology level, wants to tell readers that woman is a true shopper who will do in various ways to get what her environment and group use so that she can be accepted by that group. Shopper woman, in this context, is normal to do that. Simulation phase is vividly seen on the statement that "true shopper woman can be looked happy when her right and left hands carrying "shopping bags", and "product" having high quality and prestige is bought outside Indonesia, like Louis Vuitton, Hermes, Guess and so on".

Simulacrum and hyperreality phases occur when reader is willing to be brought up by text persuasion and excessive desire to consume product conveyed on that book as quoted at the following statement: "I have read Miss Jinjing's book completely as she knows which one is original and which one is fake or artificial, and it will become a guide to shop".

- **Media, Consumer Society and Capitalism Legitimate**

Book is mass media which is very personal in nature, like what is on Miss Jinjing's Book. Book media is *Miss Jinjing Belanja Sampai Mati* which is a subject constructing reality through certain symbols, full with views, bias and alignment; it can come into one's mind, especially in this context, culture of consumption which can lead to consumerism later on. Culture of consumerism is one of the integrated parts of capitalism strategy through mass media.

Media may often show an idea, unique thought, revolutionary and even controversial, i.e. how should woman make an appearance, shop, and consume things etc. Media can be said as a mediator of new culture bringing science and new image in various consumption activities. Media is one of capitalism strategies as investment area of dominant ideology.

There is manipulation needs or interest done by media industry to public, in this context especially women. One is caught in reality room which is considered as true but actually it's only pseudo and full of feigns. Present reality can be made, feigned and simulated. Game of sign and image dominate almost all human communication process. Thus the media simulacrum happens as a room where simulation mechanism occurs simultaneously. Simulacrum being faced currently is simulacrum which was born -- it's born as a consequence of the development of

science and communication technology.

In Miss Jinjing's text book, reader is invited to explore shopping world and shopping tour. In this book, it is conveyed that attractive appearance of a woman is seen from what she uses or wears - - and woman is represented as a creature which is very pleased to be attractive in appearance, true shopper and crazy about shopping famous branded products. The writer, Amelia Masniari is as indirect capitalism agent by promoting overseas branded products to be consumed comprehensively by public or readers in particular.

Baudrillard, in this simulation and simulacrum world sees that reality is not truth mirror but models (2004). Louis Vuitton, Burberry, Chanel, Hermes, Louboutin, Bagteria and other brands are value reference models for one who makes appearance. Image and dream available though models are more convinced compared with the fact and daily reality. This is called as hypereality—an excessive and pseudo reality. For instance, when media exposes "discount x % , additional discount for card member, zero % installment, etc. and states that it will make your body lean in a week and so on" —it's as media persuasion to present pseudo models leading to material hunting or consumerism.

Brands like Louis Vuitton, Burberry, Chanel, Hermes, Louboutin and the like are produced by capitalists that can be read in book of *Miss Jinjing Belanja Sampai Mati*.

Looking at advertisements on branded products exposed by media, mass media makes an effort to pack a reality which is far from the true reality or hyperreality. Media is no longer just to convey message but as a model of behavior and one's knowledge as well. Media establishes opinion and one's perception on lifestyle and appearance. Furthermore, when advertisement conveys message "limited", it makes someone unconsciously get up and wants not to be outdone from others.

That's why it make needs not to be primary but symbolic—need of prestige. Mass media has a role in establishing symbolic needs of which in this research leads to consumerism where goods bought are no longer based on usage value but symbol attached on it. Media becomes simulacrum room which invites people to be hyperreality.

In socio-cultural aspect, liberalism moved by capitalists is closely related to the creation of hedonism lifestyle. Hedonism believes that earthly life is

only once so that it must be harnessed as much as possible for human's happiness. It's deciphered that happiness will exist when one can meet personal desire with material needs. Tragically, consumptive culture is not frequently supported by insufficient income so that expenditure spent is more than income. When this phenomenon happens, feeling of frustration emerges and make one cannot think any longer and find another way to meet that needs. Culture of media gives materials to make identity where one gets into herself to be techno-capitalist society and produces a new form of global culture – this is absolute victory of global capitalist.

Success of capitalism in creating society particularly consumptive women, initially starts with class which is divided in public structure, namely – work class (proletar) and owner or employer class (borjoius).

Owner or employer class by undoubtedly exalting personal belongings and orientating for biggest profit, of course, has various kinds of strategies and policies in a way, to create sustainable and additional product of goods. Goods are produced in bulk to meet people's shopping desire—ironically the people's passionate desire in consuming shopping, is also created by capitalists themselves. This is an absolute success of capitalists in bewitching people particularly workers that have to create their pseudo-needs.

Various lifestyle standards in society is made in a way so that they are imperative to follow that needs—these lifestyle standard also motivate people to work harder in order to be able to meet the needs to be consumed. If people have been considered to be able to meet the standard needs, capitalist comes back again rigorously with strategy of higher new need standard. By doing so, it will make people work more diligently and harder to meet the higher needs standard.

Work-shop circle to meet the standard - work harder - shop more - work harder and harder - shop more and more - and higher standard, has indicated big success of capitalist itself - people become more irrational - people have been fed with various compulsory needs *standard* which becomes dream and irrational pseudo needs of people, especially workers which is as big critical point of this research – thus, it needs emancipation of several parties to make people aware of the capitalist's shackle. Therefore, consumer needs literacy to be given periodically in details on logical understandings of life essence itself, especially essence of goods value in form of functions and not

prestige symbol.

Consumer literacy, of course, also needs assistance from various parties, agents of changing, i.e. NGO's has the obligation to educate people in real explaining that capitalist turns into disease which has been imperative to be opposed collectively. Lack of people's interest in consuming or shopping becomes a big indication of the capitalist downfall – however in another side, it beckons the freedom of human rationality itself.

## Conclusion

Woman in Miss Jinjing's text book is imagined as figure of connoisseur, shopaholic, true shopper and persistent or firm as well as consumptive; which sometimes cannot resist her desire when shopping by buying goods that are not needed and increases her self-confidence if she can show people around her the branded shopping bag. Having noticed of Jean Baudrillard's imaginary model, the establishment of connoisseur's women image, shopaholic, true-shopper and persistent as well as consumptive, it's started from phases of representation, ideology, simulation and simulacra leading to hyperreality—reflected in text book of *Miss Jinjing Belanja Sampai Mati*. Simulacrum and hyperreality happens when reader is brought into text's persuasion.

Media's work, in this case trough text book of Miss Jinjing in establishing image of consumptive woman, connoisseur and shopaholic is reflection of capitalism identity. Consumption becomes domination form and class domination mechanism as well as process of class integrity in the capitalist society. Media, in this case, does its function to manipulate the needs or interest of public, so that they are voluntary even do anything to achieve hyperreality formed by capitalism system. Jean Baudrillard's simulacrum theory, in this context, works on Reality resulted by media which has beaten true reality and becomes new reference model for public. Media presents an excessive reality in its writing on lifestyle and shopping world for women. Media can controls and dominates public particularly women so that they (women) can keep their feeling on desire to consume a product or service as their lifestyle and to achieve certain prestige as described by mass media, especially in the context of this research is book -- as symbol delivery media or message to public. Women imaginary formed is only as commodity which is hoped to be sold out to advertisers. It is also can be said that book as an effort form

to dominate readers.

In order not to raise deeper hyperreality, women image formed by media needs literacy —so that women readers do not feel humble and fail to be accepted in their social environment when not being identical with what is conveyed or imaged by media. Media literacy is fully needed so as public notably women can be smarter using media and become critical individuals against the meaning of any sign obtained from mass media. It can be achieved to put forward the needs aspect and not “will” or “enjoyment” only.

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